Top 7 Factors Impacting Success at the Polls

Identify your team and timeline
Analyze Electorate Demographics
Answer the 5 W's
Create Trust of the Institution
Communicate Urgency
Insure Support From Key Influencers
Commission Statistically Valid Research
Execute a Strong Campaign

AMN KEY SOLUTIONS

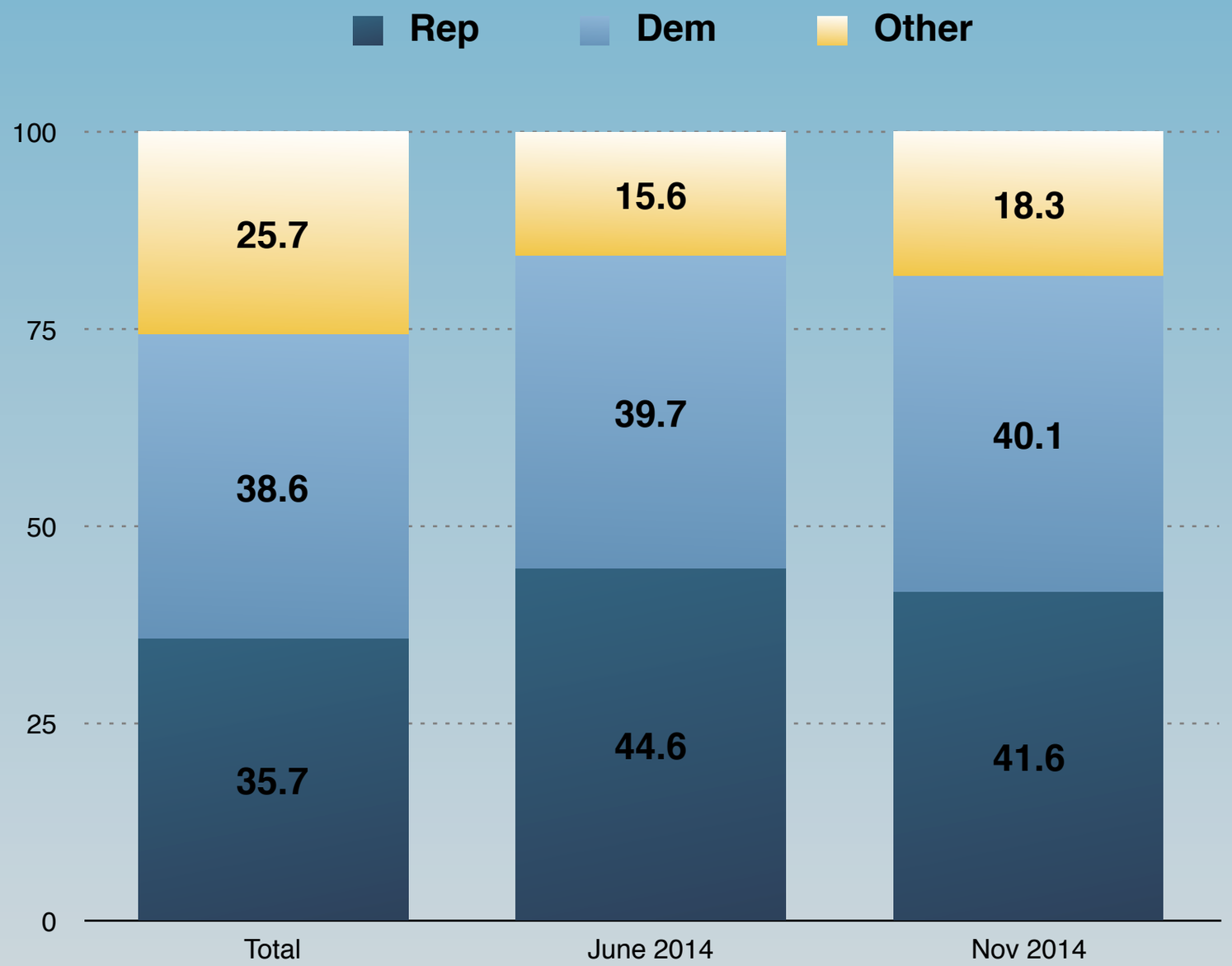
“When you go out for a bond is as important as what you ask for”

AMN KEY SOLUTIONS

Palo Verde CCD

Predicted Primary and General 2014 Election

Turnout stratified by party registration

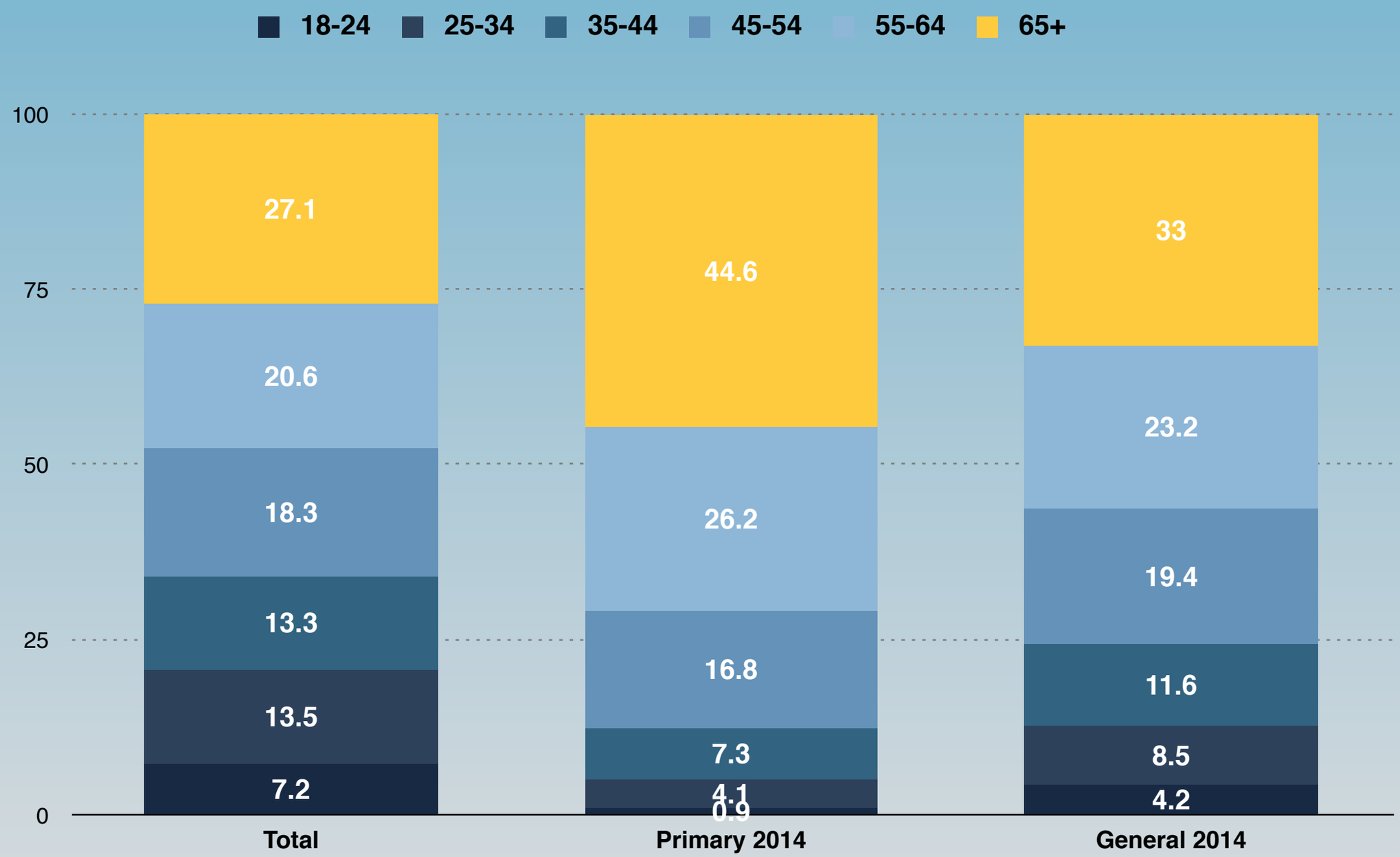


AMN KEY SOLUTIONS

Palo Verde CCD

Predicted Primary and General 2014 Election

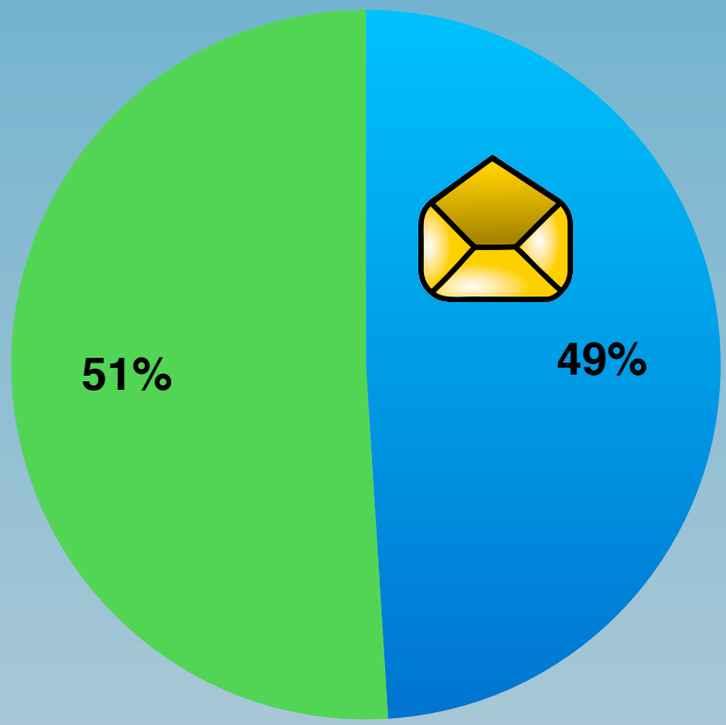
Turnout stratified by age



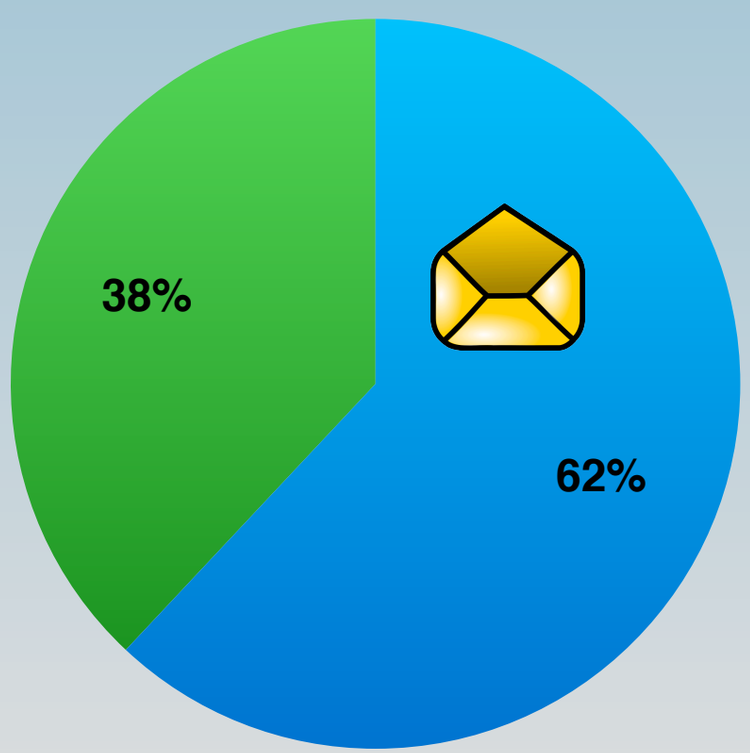
AMN KEY SOLUTIONS

Palo Verde CCD Election Day vs Mail Ballot

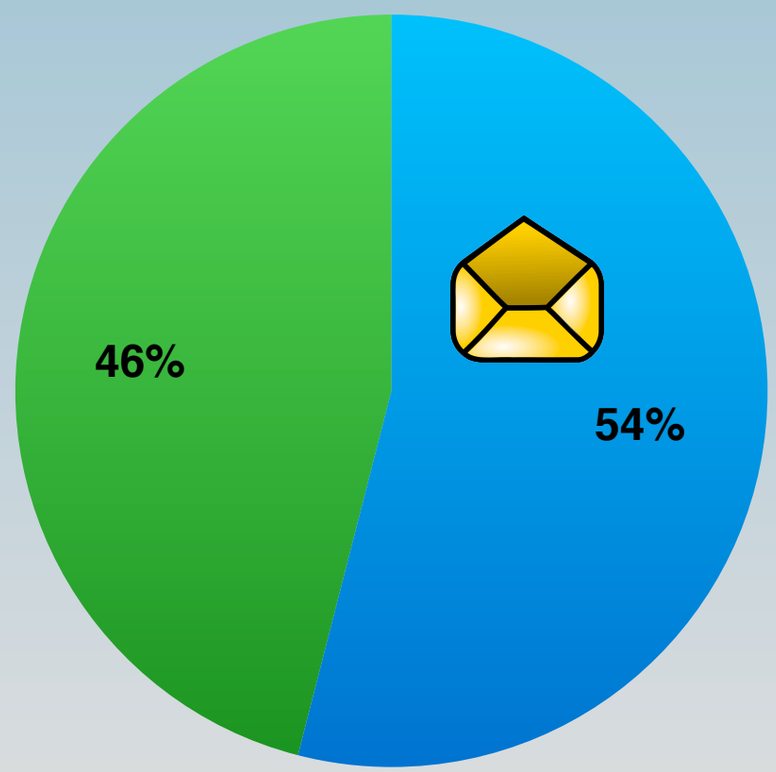
Total Voters



Primary



General



AMN KEY SOLUTIONS

Support From Key Influencers

Key Influencers =
(Community Opinion Shapers)

Early deciders
Important “broadcasters
Important future endorsers

AMN
KEY SOLUTIONS

Condensed Timeline

Phase I

Nov - April

•Communication and public education plan implementation.

Phase 2

April - May

Community Opinion Survey Development and Execution.

Phase 3

June - July

Phase 3 communication and public education plan implementation.

Development of Bond proposal, work with Community College Bond Counsel and Financial Advisor to develop bond election documents.

AMN KEY SOLUTIONS